

Appl. No. 10/797,981  
Docket No. 9576  
Amdt. Dated February 11, 2010  
Reply to Office Action mailed on August 11, 2009  
Customer No. **27752**

### **AMENDMENTS TO THE CLAIMS**

This listing of claims will replace all prior versions, and listings, of claims in the application:

#### **Listing of Claims:**

Claim 1. (Currently Amended) A lathering personal cleansing composition comprising:

- a. from about 0.05% to about 5.0% ~~of an~~ alkyl ethoxylated polymer;
- b. from about 0.1% to about 5% ~~of a~~ cross-linked acid co-polymer;
- c. from about 0.1% to about 30% ~~of a~~ particulate material selected from the group consisting of a cleansing agent, exfoliating agent and mixtures thereof; and
- d. from about 4% to about 30% ~~of a~~ lathering surfactant ~~selected from the group consisting of comprising a mixture of anionic lathering surfactants, amphoteric lathering surfactants, and zwitterionic lathering surfactants, wherein the lathering surfactant has a ratio by weight of anionic lathering surfactant to amphoteric lathering and zwitterionic lathering surfactants from about 1.5:1 to about 1:3;~~

wherein the Average Lather Volume of said lathering personal cleansing composition is greater than or equal to about 15 ml; and

wherein the lathering personal cleansing composition has a [[BYV]]Brookfield Yield Value greater than 50 dyn/cm<sup>2</sup>.

Claim 2. (Original) The composition according to claim 1 wherein the alkyl ethoxylated polymer is at a level from about 0.1% to about 2.0% of the composition.

Claim 3. (Currently Amended) The composition according to claim 1 wherein the ~~alkyl substitution of the alkyl ethoxylated polymer~~ comprises at least one alkyl substitution is selected from the group consisting of mono-alkyl, di-alkyl, tri-alkyl, tetra-alkyl and all combinations thereof ~~substituted alkyl ethoxylated polymers~~.

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Claim 4. (Currently Amended) The composition according to claim 1 wherein the alkyl substitution of the alkyl ethoxylated polymer comprises at least one alkyl substitution is selected from the group consisting of di-alkyl, tri-alkyl- and combinations thereof-of di-alkyl and tri-alkyl substituted alkyl ethoxylated polymers.

Claim 5. (Currently Amended) The composition of claim 3 wherein the alkyl substitution group is selected from the group consisting of saturated, unsaturated, branched, linear alkyl groups and combinations thereof having from about 12 to about 50 carbon atoms.

Claim 6. (Currently Amended) The composition of claim 4 wherein the number of moles of alkyl ethoxylated polymer comprises greater than 40 moles of ethylene oxide is greater than 40.

Claim 7 and Claim 8. (Canceled).

Claim 9. (Currently Amended) The composition according to claim 1 wherein the cross-linked co-polymers are cross-linked acid co-polymer comprises at least one alkali-swellable acrylate co-polymer eo-polymers.

Claim 10-Claim 14. (Canceled).

Claim 15. (Currently Amended) The composition according to claim 1 wherein the lathering surfactant is at a level wherein the Average Lather Volume of the composition is greater than or equal to about 20 ml.

Claim 16. (Original) The composition according to claim 15 wherein the lathering surfactant is at a level from about 6% to about 25% by weight of the composition.

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Claim 17. (Canceled)

Claim 18. (Original) The composition according to claim 1 wherein the anionic lathering surfactants are selected from the group consisting of sarcosinates, sulfates, sulfonates, isethionates, taurates, phosphates, lactylates, glutamates, and mixtures thereof.

Claim 19. (Currently Amended) The composition according to claim 1 wherein the composition has a [[BYV]]Brookfield Yield Value greater than about 75 dyn/cm<sup>2</sup>.

Claim 20. (Canceled)

Claim 21. (New) The composition according to claim 1 wherein the lathering surfactant has a ratio by weight of anionic lathering surfactants to amphoteric lathering and zwitterionic lathering surfactants from about 1:1.1 to about 1:1.5.